



# HERE'S A SIGN THAT REALLY OPENS DOORS.



Sponsored by The Accommodation Program courtesy of Philip Morris Incorporated.

It's a sign that says  
both non-smokers and  
smokers are welcome.  
And that you respect  
your customers'  
preferences as well as  
appreciate their business.  
If you want to send that  
message, display the  
accommodation symbol.  
To become a participant  
in The Accommodation  
Program or for more  
information, call  
**1-800-929-1414,  
ext. 5017.**

*The Accommodation  
Symbol: It's A  
Welcome Sign.*